

Douglas County
Quit Line Data Summary
January 1 - March 31, 2002

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 13	N = 4,096
Percent of Statewide Calls	0.4%	100.0%
Percent of State Population in County¹	0.6%	100.0%
	County %	State %
Gender	N = 13	N = 3,737
Female	76.9%	61.7%
Male	23.1%	38.3%
Race/Ethnicity	N = 13	N = 3,032
People of Color	15.4%	12.8%
White	84.6%	87.2%
Age	N = 13	N = 3,176
Less than 18 years old	0.0%	2.3%
18 - 24 years old	30.8%	16.2%
25 - 34 years old	23.1%	23.2%
35 - 44 years old	0.0%	27.0%
45 years and older	46.2%	31.4%
Education	N = 13	N = 3,209
Did not graduate high school	38.5%	19.8%
High school graduate	38.5%	33.3%
Some college/vocational school	23.1%	36.9%
College graduate	0.0%	10.0%
Caller Type	N = 13	N = 3,483
General Information	0.0%	10.6%
Health care provider	0.0%	3.4%
Tobacco user	100.0%	86.1%
Payer Type	N = 8	N = 2,167
Insured	62.5%	40.2%
Uninsured	25.0%	25.1%
Medicaid	12.5%	34.7%
Heard About	N = 12	N = 3,110
Past caller	25.0%	12.9%
Employer/worksites	8.3%	1.4%
Health care provider	8.3%	17.0%
Television	16.7%	23.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	6.2%
Radio	0.0%	1.1%
Newspaper/Magazine	8.3%	1.7%
Brochure/Newsletter	0.0%	5.2%
Family or friend	33.3%	21.5%
Health Department	0.0%	3.0%
School	0.0%	0.9%